



FOR IMMEDIATE RELEASE

E*TRADE Financial Media Relations

Jaime Stein
646-521-4418
jaime.stein@etrade.com

E*TRADE Financial Investor Relations

Brett Goodman
646-521-4406
brett.goodman@etrade.com

E*TRADE HOSTS INVESTOR EDUCATION DAY IN NEW YORK

NEW YORK, October 15, 2012 – E*TRADE today announced a free investor education day to be held on October 17, 2012, at 12:15 pm at the Sheraton New York Hotel, featuring keynote speaker, Tyler Mathisen, "Power Lunch" co-anchor & vice president, strategic editorial initiatives of CNBC Business News. The event is open to E*TRADE customers and anyone interested in learning more about investing. There will be three learning tracks to help investors at all levels of experience achieve their financial goals. Please click [here](#) for more details and to register for this event.

“Investor education is at the heart of how we serve our customers,” said Michael Curcio, president, E*TRADE Securities. “E*TRADE is committed to delivering the best investing experience, be it through our 270 financial consultants, our online site, our 30 branches across the country, or through special events such as Investor Education Days.”

E*TRADE’s Investor Education Day in New York will feature access to leading investment professionals and three comprehensive agendas:

- [New to Trading](#)
- [Strategies for Long Term Investing](#)
- [Experienced Trader](#)

Tyler Mathisen, will speak about “The Economy, The Election and Your Money.”

Visit [E*TRADE’s online education center](#) for a wide range of free education resources and tools for investors, including three-minute videos, web seminars, branch seminars, market commentary from industry experts, and online investing courses.

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About E*TRADE Financial

The E*TRADE Financial family of companies provides financial services including online brokerage and related banking products and services to retail investors. Specific business segments include Trading and Investing and Balance Sheet Management. Securities products and services, including Investor Education Days, are offered by E*TRADE Securities LLC (Member FINRA/SIPC). Bank products and services are offered by E*TRADE Bank, a Federal

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